Luxury Cruises

SOUTH AMERICA
WEST INDIES
and BERMUDA

ADOLPH TREIDLER

Holland-America Line

S. S. NIEUW AMSTERDAM • S. S. VEENDAM

S. S. NIEUW AMSTERDAM
36,667 gross tons

S. S. VEENDAM
15,652 gross tons

HERE, AT LAST, ARE THE

Winter Cruises

YOU'VE BEEN WAITING FOR . . .



For years, the Holland-America Line has looked forward to the time when it could again offer a series of winter cruises in all the traditional luxury of those conducted before the war. Now, at last, such cruises are again available . . . a glittering array of nine adventure-filled voyages to fascinating ports in South and Central America, the West Indies, and Bermuda . . . and all of them scheduled for the winter and spring of 1948-49.

Everything about these cruises will be of the very finest. The *S. S. Nieuw Amsterdam* and the *S. S. Veendam* are ideally suited to cruise voyaging. The *Nieuw Amsterdam* represents the last word in ocean travel . . . with hundreds of bright airy cabins equipped with private bath or shower . . . three swimming pools . . . two theatres . . . a night club . . . numerous air-conditioned public rooms . . . vast sun and sports decks . . . gay cafes and verandahs . . . and literally dozens of other features to add to your pleasure afloat.

The stately *Veendam* is a worthy cruise mate to the *Nieuw Amsterdam*, offering many of the attractions of her larger sister. Her famed comfort, steadiness and friendly hospitality have made her the favorite of tens of thousands of knowing travelers the world over.

The itineraries of both ships have been carefully planned to include the most colorful ports in the Caribbean area, with ample time ashore for sightseeing, shopping and exploring. Elaborate programs of shipboard entertainment expertly planned by professional cruise directors will be arranged for each of the cruises, with almost endless opportunities for gay recreation or quiet relaxation as the spirit moves you. Add to these delights the lavish Continental cuisine and the attentive Old-World service in the true Holland-America Line tradition, and you'll understand why any of the nine cruises outlined on the following pages promises a thoroughly enjoyable adventure from sailing time until the inevitable moment when you regretfully leave the ship at the end of a perfect holiday.



The skilled officers and crews of the Holland-America Line insure your safety and comfort at sea.

5 EXCITING ITINERARIES



S. S. NIEUW AMSTERDAM

Sailing From New York December 21, 1948

PORTS	ARRIVAL	DEPARTURE
New York		Tue., Dec. 21—4:00 P.M.
San Juan	Fri., Dec. 24—2:00 P.M.	Fri., Dec. 24—Midnight
La Guaira	Sun., Dec. 26—6:00 A.M.	Sun., Dec. 26—7:00 P.M.
Curacao	Mon., Dec. 27—6:00 A.M.	Mon., Dec. 27—1:00 P.M.
Kingston	Tue., Dec. 28—7:00 P.M.	Wed., Dec. 29—6:00 P.M.
Havana	Fri., Dec. 31—8:00 A.M.	Sat., Jan. 1—3:00 A.M.
New York	Mon., Jan. 3—9:00 A.M.	

DURATION 13 DAYS — MINIMUM RATE $395.00.

Sailing From New York January 5, 1949

PORTS	ARRIVAL	DEPARTURE
New York		Wed., Jan. 5—4:00 P.M.
San Juan	Sat., Jan. 8—2:00 P.M.	Sat., Jan. 8—Midnight
La Guaira	Mon., Jan. 10—6:00 A.M.	Mon., Jan. 10—7:00 P.M.
Curacao	Tue., Jan. 11—6:00 A.M.	Tue., Jan. 11—1:00 P.M.
Kingston	Wed., Jan. 12—7:00 P.M.	Thur., Jan. 13—6:00 P.M.
Havana	Sat., Jan. 15—8:00 A.M.	Sun., Jan. 16—3:00 A.M.
New York	Tue., Jan. 18—9:00 A.M.	

DURATION 13 DAYS — MINIMUM RATE $395.00.

Sailing From New York January 21, 1949

PORTS	ARRIVAL	DEPARTURE
New York		Fri., Jan. 21—5:00 P.M.
Cap Haitien	Mon., Jan. 24—8:00 A.M.	Mon., Jan. 24—4:00 P.M.
San Juan	Tue., Jan. 25—Noon	Tue., Jan. 25—Midnight
Ciudad Trujillo	Wed., Jan. 26—Noon	Thur., Jan. 27—3:00 A.M.
La Guaira	Fri., Jan. 28—6:00 A.M.	Fri., Jan. 28—7:00 P.M.
Curacao	Sat., Jan. 29—8:00 A.M.	Sat., Jan. 29—7:00 P.M.
Cristobal	Mon., Jan. 31—8:00 A.M.	Tue., Feb. 1—3:00 A.M.
Kingston	Wed., Feb. 2—8:00 A.M.	Wed., Feb. 2—7:00 P.M.
Havana	Fri., Feb. 4—8:00 A.M.	Sun., Feb. 6—3:00 A.M.
New York	Tue., Feb. 8—9:00 A.M.	

DURATION 18 DAYS — MINIMUM RATE $550.00.

Sailing From New York February 11, 1949

PORTS	ARRIVAL	DEPARTURE
New York		Fri., Feb. 11—5:00 P.M.
Cap Haitien	Mon., Feb. 14—8:00 A.M.	Mon., Feb. 14—4:00 P.M.
San Juan	Tue., Feb. 15—Noon	Tue., Feb. 15—Midnight
Ciudad Trujillo	Wed., Feb. 16—Noon	Thur., Feb. 17—3:00 A.M.
La Guaira	Fri., Feb. 18—6:00 A.M.	Fri., Feb. 18—7:00 P.M.
Curacao	Sat., Feb. 19—8:00 A.M.	Sat., Feb. 19—7:00 P.M.
Cristobal	Mon., Feb. 21—8:00 A.M.	Tue., Feb. 22—3:00 A.M.
Kingston	Wed., Feb. 23—8:00 A.M.	Wed., Feb. 23—7:00 P.M.
Havana	Fri., Feb. 25—8:00 A.M.	Sun., Feb. 27—3:00 A.M.
New York	Tue., Mar. 1—9:00 A.M.	

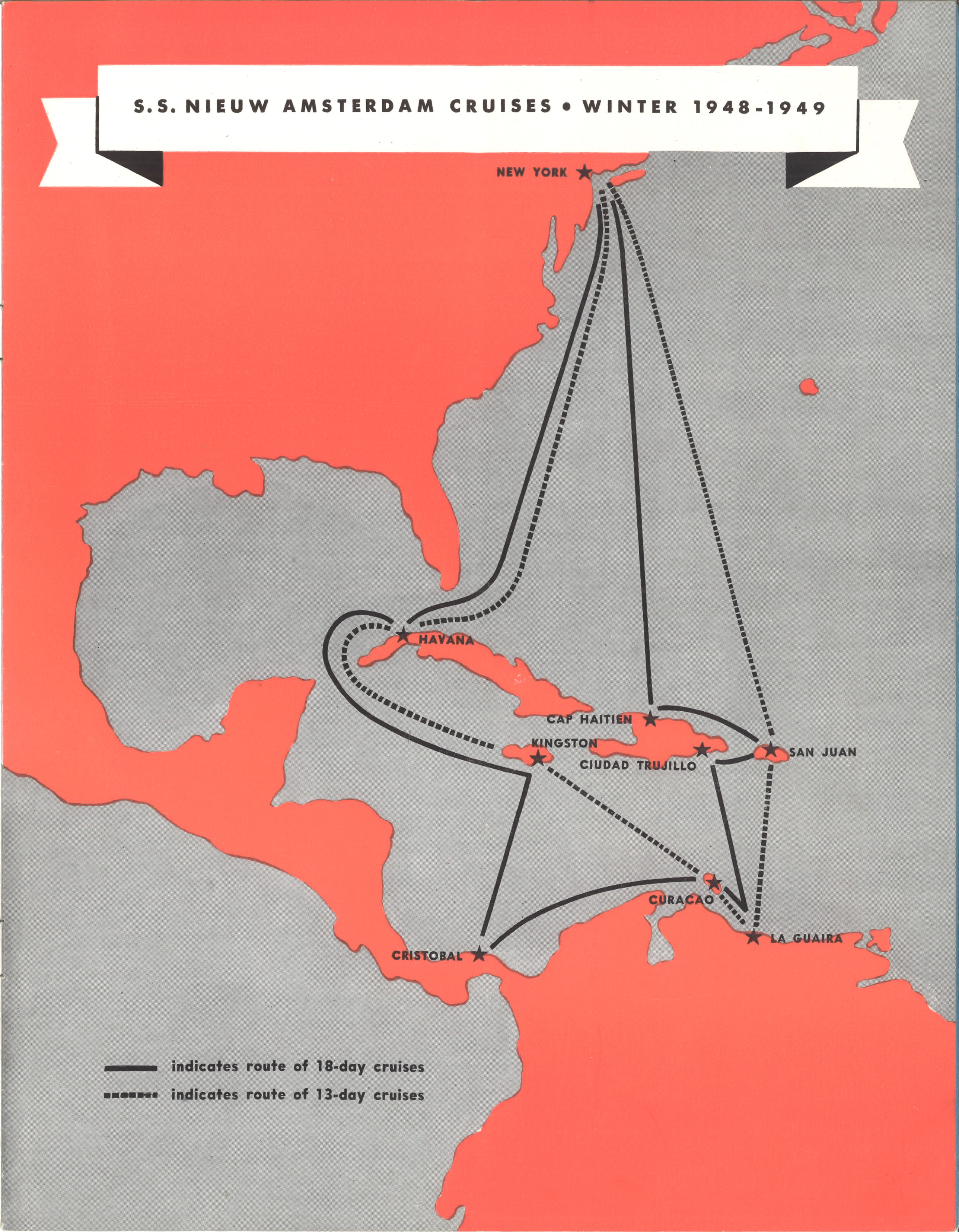
DURATION 18 DAYS — MINIMUM RATE $550.00.

Sailing From New York March 4, 1949

PORTS	ARRIVAL	DEPARTURE
New York		Fri., Mar. 4—5:00 P.M.
Cap Haitien	Mon., Mar. 7—8:00 A.M.	Mon., Mar. 7—4:00 P.M.
San Juan	Tue., Mar. 8—Noon	Tue., Mar. 8—Midnight
Ciudad Trujillo	Wed., Mar. 9—Noon	Thur., Mar. 10—3:00 A.M.
La Guaira	Fri., Mar. 11—6:00 A.M.	Fri., Mar. 11—7:00 P.M.
Curacao	Sat., Mar. 12—8:00 A.M.	Sat., Mar. 12—7:00 P.M.
Cristobal	Mon., Mar. 14—8:00 A.M.	Tue., Mar. 15—3:00 A.M.
Kingston	Wed., Mar. 16—8:00 A.M.	Wed., Mar. 16—7:00 P.M.
Havana	Fri., Mar. 18—8:00 A.M.	Sun., Mar. 20—3:00 A.M.
New York	Tue., Mar. 22—9:00 A.M.	

DURATION 18 DAYS — MINIMUM RATE $550.00.

S.S. NIEUW AMSTERDAM CRUISES • WINTER 1948-1949



4 FUN-FILLED HOLIDAYS

S. S. VEENDAM

Sailing From New York December 16, 1948

PORTS	ARRIVAL	DEPARTURE
New York		Thur., Dec. 16—Noon
Cap Haitien	Mon., Dec. 20—10:00 A.M.	Mon., Dec. 20—5:00 P.M.
La Guaira	Thur., Dec. 23— 6:00 A.M.	Thur., Dec. 23—7:00 P.M.
Curacao	Fri., Dec. 24— 8:00 A.M.	Fri., Dec. 24—1:00 P.M.
Kingston	Sun., Dec. 26— 9:00 A.M.	Sun., Dec. 26—Midnight
Havana	Wed., Dec. 29— 8:00 A.M.	Thur., Dec. 30—Midnight
New York	Mon., Jan. 3— 9:00 A.M.	

DURATION 18 DAYS — MINIMUM RATE $450.00

Sailing From New York January 5, 1949

PORTS	ARRIVAL	DEPARTURE
New York		Wed., Jan. 5—Noon
Bermuda	Fri., Jan. 7— 2:00 P.M.	Sun., Jan. 9—2:00 P.M.
New York	Tue., Jan. 11— 5:00 P.M.	

DURATION 6 DAYS — MINIMUM RATE $140.00.

Sailing From New York February 16, 1949

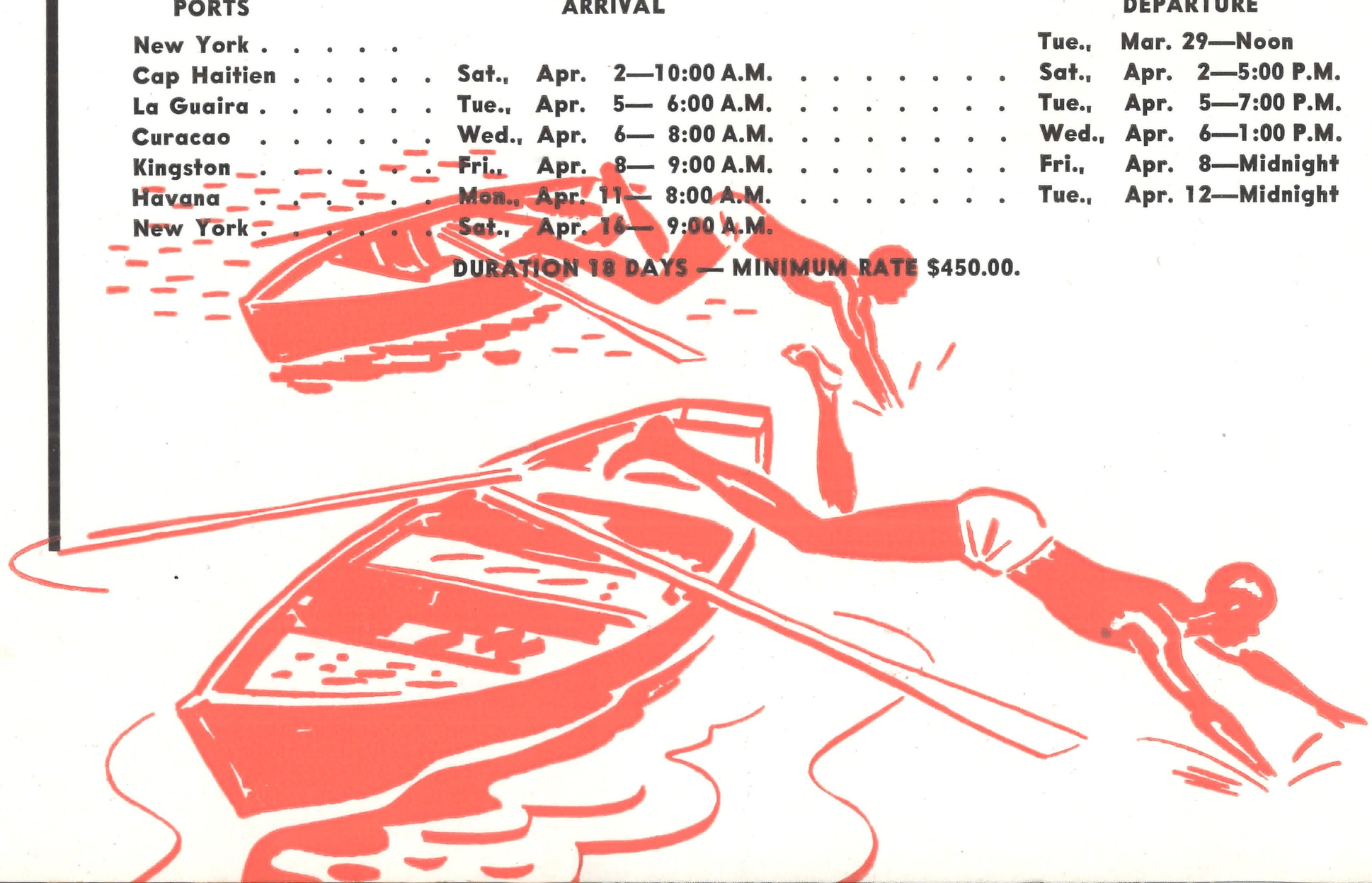
PORTS	ARRIVAL	DEPARTURE
New York		Wed., Feb. 16—Noon
Bermuda	Fri., Feb. 18— 2:00 P.M.	Mon., Feb. 21—1:00 P.M.
New York	Wed., Feb. 23— 4:00 P.M.	

DURATION 7 DAYS — MINIMUM RATE $155.00.

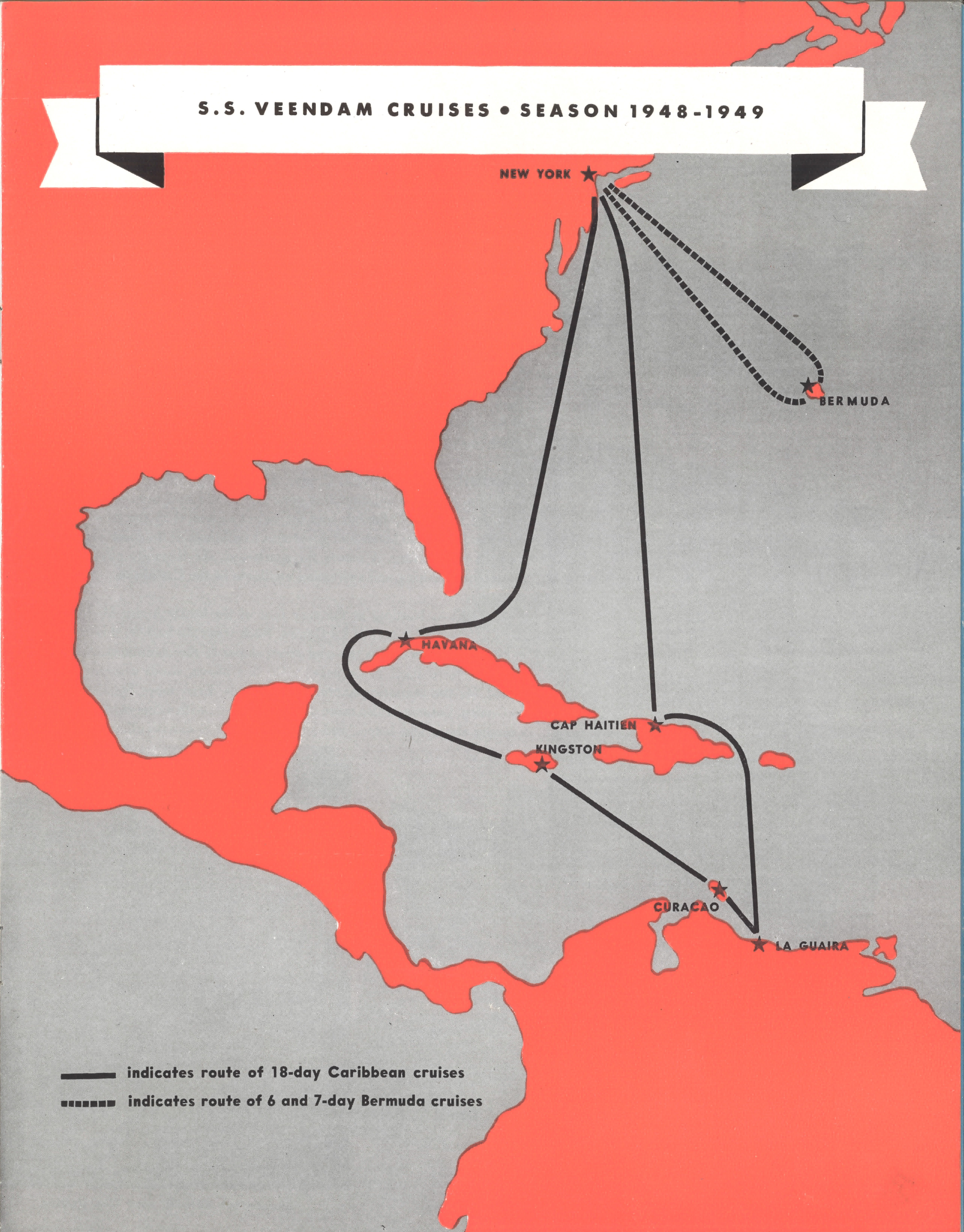
Sailing From New York March 29, 1949

PORTS	ARRIVAL	DEPARTURE
New York		Tue., Mar. 29—Noon
Cap Haitien	Sat., Apr. 2—10:00 A.M.	Sat., Apr. 2—5:00 P.M.
La Guaira	Tue., Apr. 5— 6:00 A.M.	Tue., Apr. 5—7:00 P.M.
Curacao	Wed., Apr. 6— 8:00 A.M.	Wed., Apr. 6—1:00 P.M.
Kingston	Fri., Apr. 8— 9:00 A.M.	Fri., Apr. 8—Midnight
Havana	Mon., Apr. 11— 8:00 A.M.	Tue., Apr. 12—Midnight
New York	Sat., Apr. 16— 9:00 A.M.	

DURATION 18 DAYS — MINIMUM RATE $450.00.



S.S. VEENDAM CRUISES • SEASON 1948-1949



You'll thrill

TO THESE COLORFUL SUN-



HAITI. Cap Haitien, Haiti's second largest city, is a medley of contrasts. You'll see primitive natives, proudly erect, balancing huge baskets of produce on their heads, or squatting in the market place with their colorful wares spread out before them . . . polished *haute monde* aristocrats conversing in elegant Parisian French on the terraces of their select clubs or elaborate villas. And beyond the city is the verdant jungle, exuding its perfume of sweet-scented flowers, spicy herbs and ripening fruit.

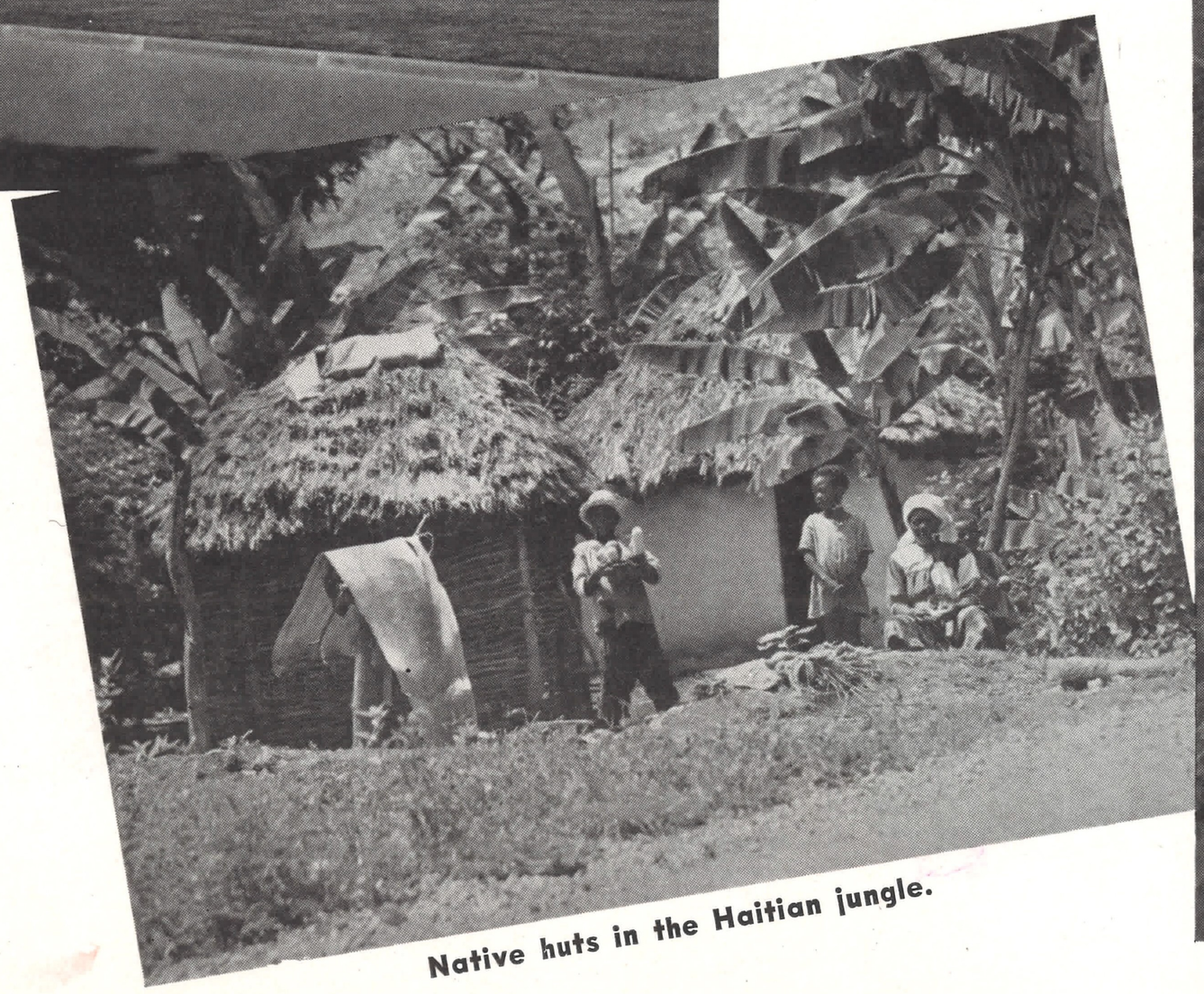
PUERTO RICO. Since the days of Columbus, Ponce de Leon and Sir Francis Drake, travelers have thrilled to the natural beauty of Puerto Rico, and you will, too, as your ship sails into the lovely harbor of San Juan. After exploring the crumbling fortresses and twisting old streets of San Juan, you may want to take in a cock-fight and visit the convents which make the embroidered linens for which Puerto Rico is famous.

DOMINICAN REPUBLIC. Ciudad Trujillo, capital of the Dominican Republic, provides unforgettable contrasts of old and new. Side-by-side with the tomb of Columbus and the oldest cathedral in the New World are gleaming white hotels and government buildings of the most advanced modern architecture. A mecca for sportsmen, the Republic offers some of the finest fishing and swimming available in the Caribbean.

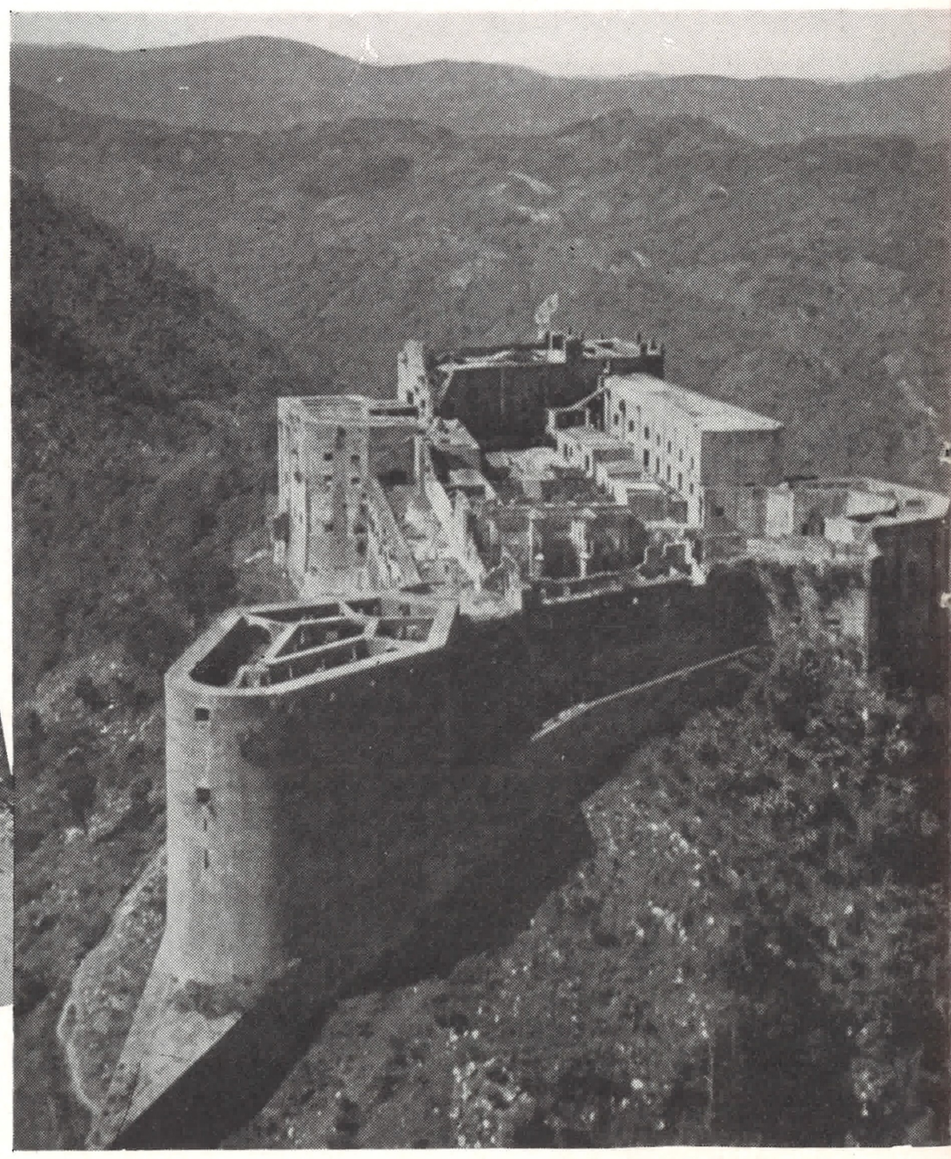
VENEZUELA. Nestling at the very foot of the lordly Andes Mountains lies the spectacular port of La Guaira. Back from the harbor, this typical old Spanish town climbs the cool green slopes of the mountains. And up from the town itself to Caracas, 3,000 feet above, winds a motor road famed for the majestic panoramas it affords. Even more Spanish than La Guaira, Caracas is also more sophisticated . . . with a fine country club, splendid shops and hotels, and an invigorating mountain climate.

(Below) Hotel Jaragua, Trujillo City.



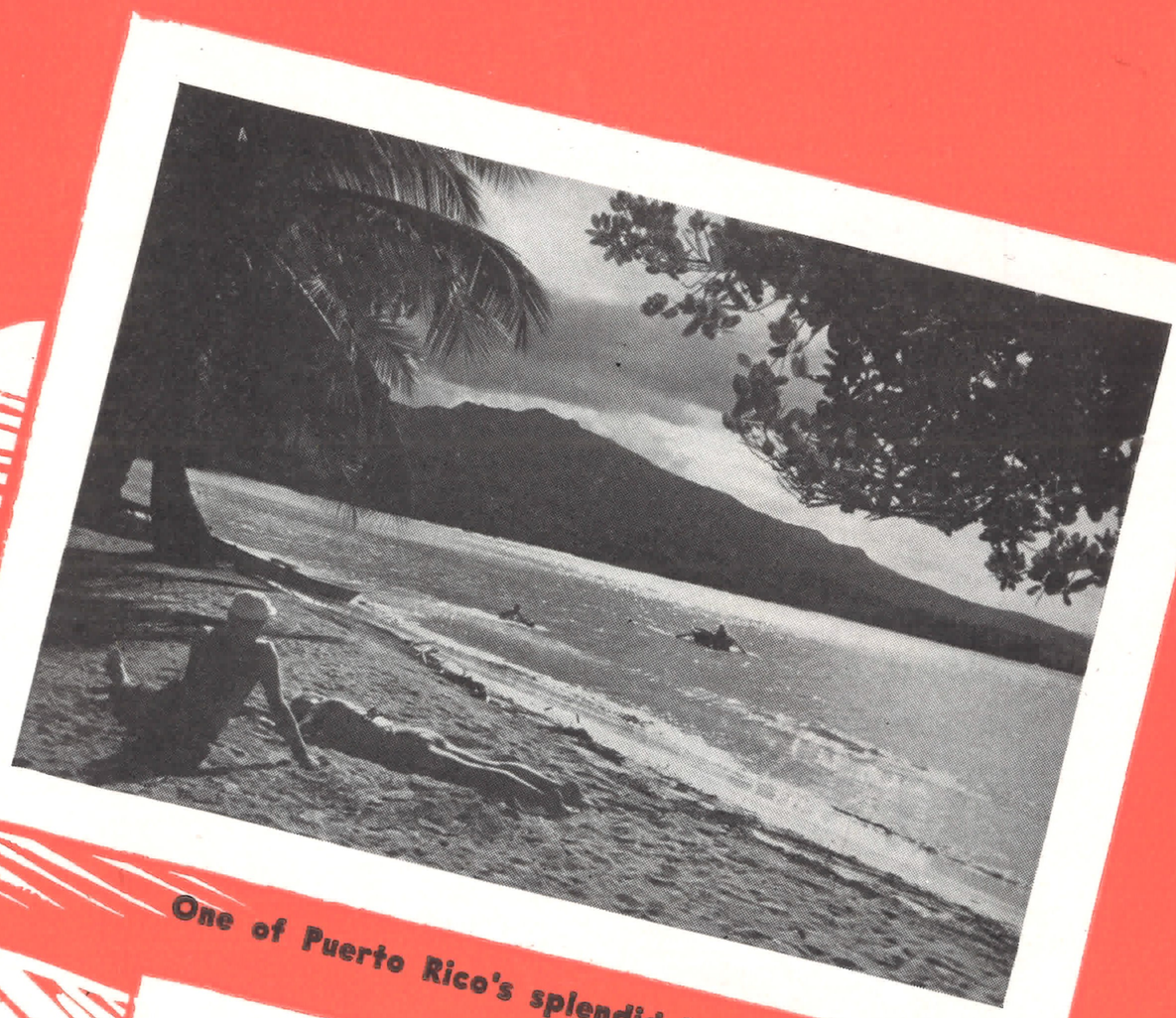


Native huts in the Haitian jungle.



Christophe's Citadel, near Cap Haitien.

DRENCHED LANDS!



One of Puerto Rico's splendid beaches.



Oxcarts still serve in Puerto Rico.



The Pantheon, Caracas.



La Guaira's picturesque harbor.

Each new port

MORE FASCINATING THAN THE

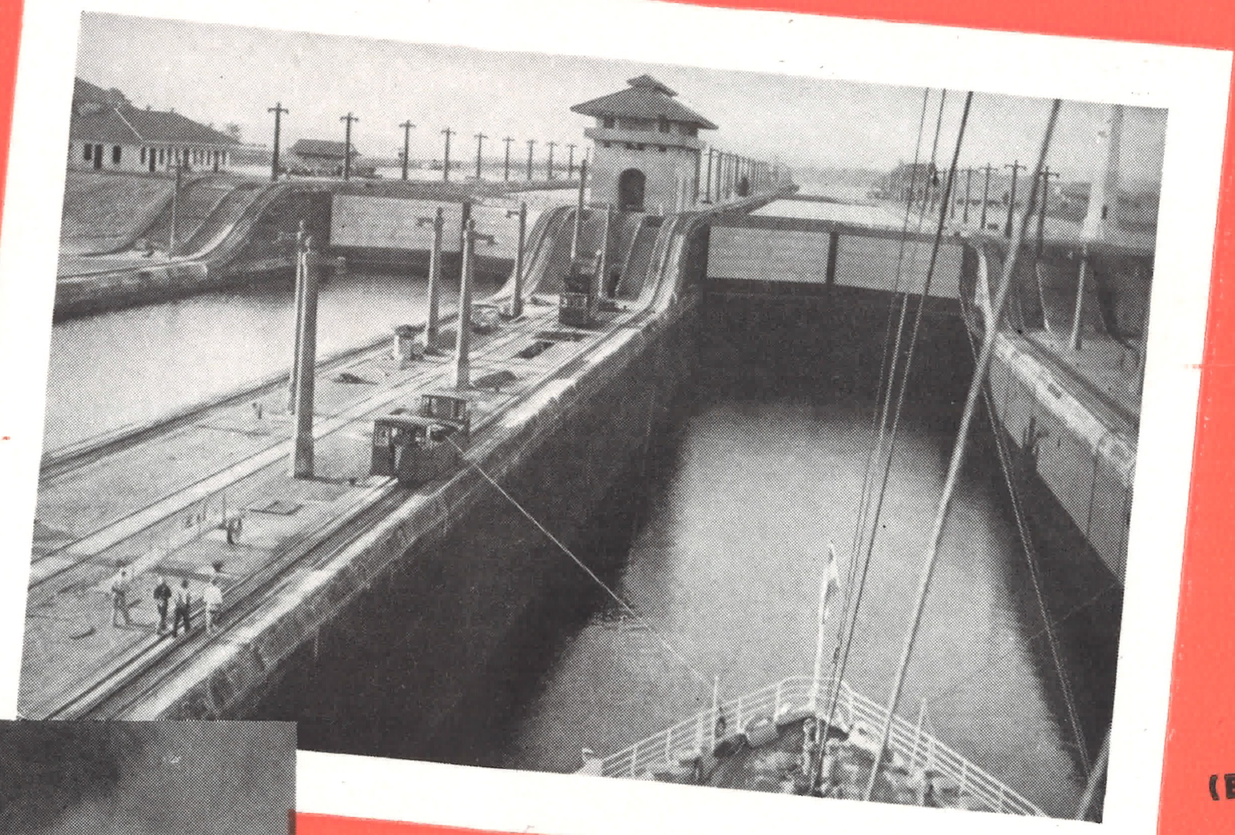
JAMAICA. Although purely tropical and steeped in the piratical lore of Morgan and his buccaneers, Jamaica is as British as Piccadilly. Pounds, shillings and pence are the currency. Old-fashioned shops feature fine British merchandise, and wherever you go you will hear the natives speaking with a pronounced English accent. Most impressive, however, is the dramatically beautiful scenery with which the island abounds. As you drive up out of Kingston past the primitive native villages with their thatched huts, you'll see vistas of sheer blue mountains, shadowy ravines, plunging waterfalls and fern-filled jungles that will linger long in your memory.

CURACAO. Distinctively Dutch in architecture and character, Curacao steadfastly upholds the Netherlands traditions of cleanliness, courtesy and quaintness. Here, in the city of Willemstad, you'll see the curious long pontoon bridge swing open hospitably as strange craft glide past into the harbor . . . the floating fruit and vegetable market . . . the gabled, tile-roofed houses so reminiscent of old Holland. Willemstad's popularity as a port—together with its low duties—make it a veritable bazaar in which the bargain hunter may satisfy his or her most extravagant whims for an unusually small expenditure.

PANAMA. There's romance in the very name of Panama. Here, at the crossroads of the world, Americans, Europeans, Africans and Asiatics mingle in an atmosphere that is uniquely cosmopolitan. After landing in modern, bustling Cristobal, you have but to cross the street to reach Colon with its fascinating shops spilling over into the street with silks, perfumes, rare woods, ivory, jade and other exotic merchandise. Though shopping is a "must" in Panama, no visit is complete without a trip to the city of Panama on the Pacific side of the Isthmus and a visit to that engineering marvel-of-marvels, the Panama Canal.



LAST!



(Right) Middle Locks, Gatun, Panama Canal.



The old Protestant Church, Willemstad.



(Below) The Blue Hole, a Jamaica beauty spot.



The floating bridge, Willemstad.



The Balboa Monument in Panama City.



Cuba is famed for its rhumba dancers.



View of the Presidential Palace, Havana.

Gay Havana

PARIS OF THE WEST INDIES

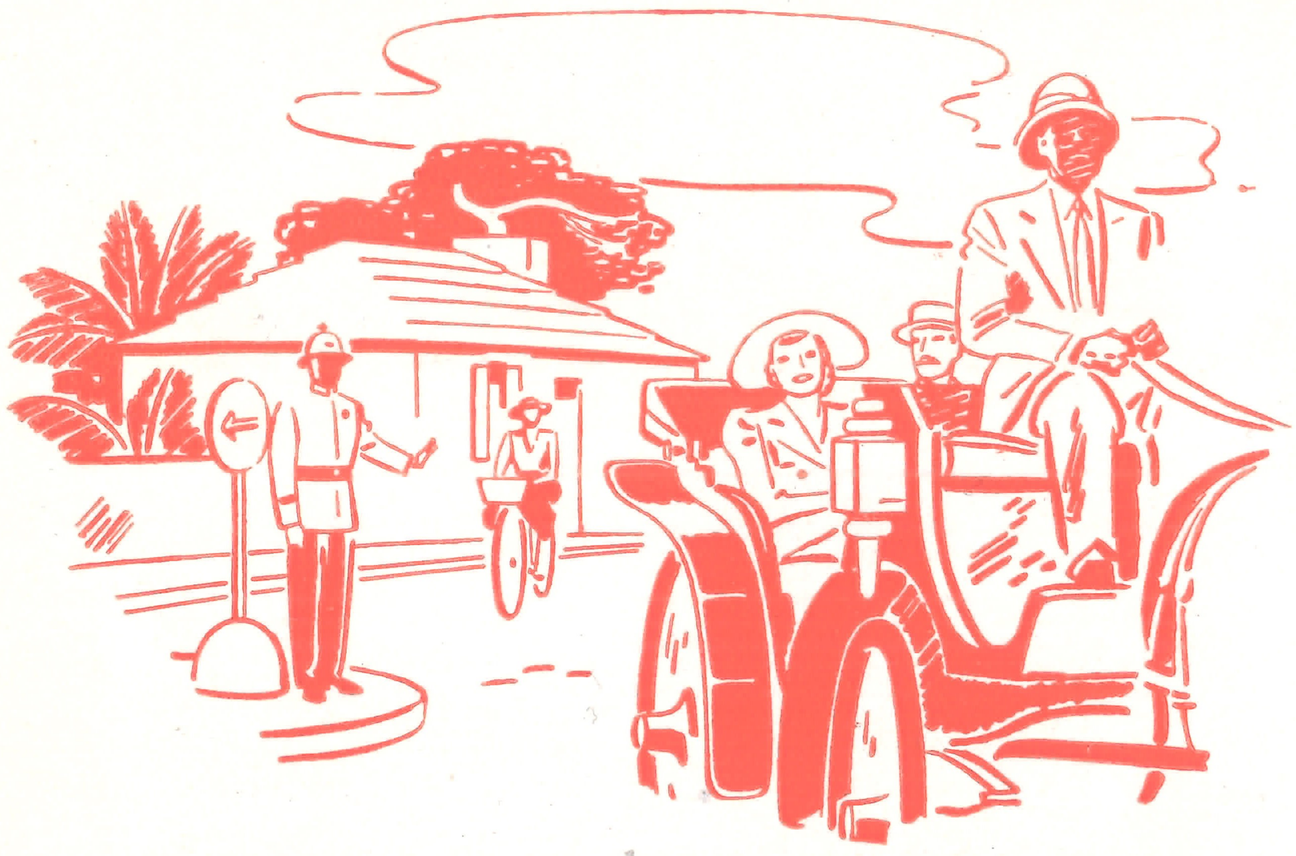


Havana has everything! The mellow atmosphere of antiquity, the exhilarating color and tempo of the twentieth century. Crooked moody streets that are but a step from beautifully landscaped Parisian boulevards. Extravagant modern buildings next to aristocratic old residences with vines and flowers cascading down the walls of quiet patios. Glittering shopping centers and crowded cafes, lottery-ticket and maracas vendors, flower peddlers and wandering street musicians filling the air with strange cries and stirring rhythms.

And the exciting night life! The thrillingly fast Jai Alai games . . . the crowds at Sans Souci and the Casino . . . the native dance halls . . . the out-of-the-way clubs and cafes. Small wonder that experienced travelers always look forward to returning again and again to Havana.



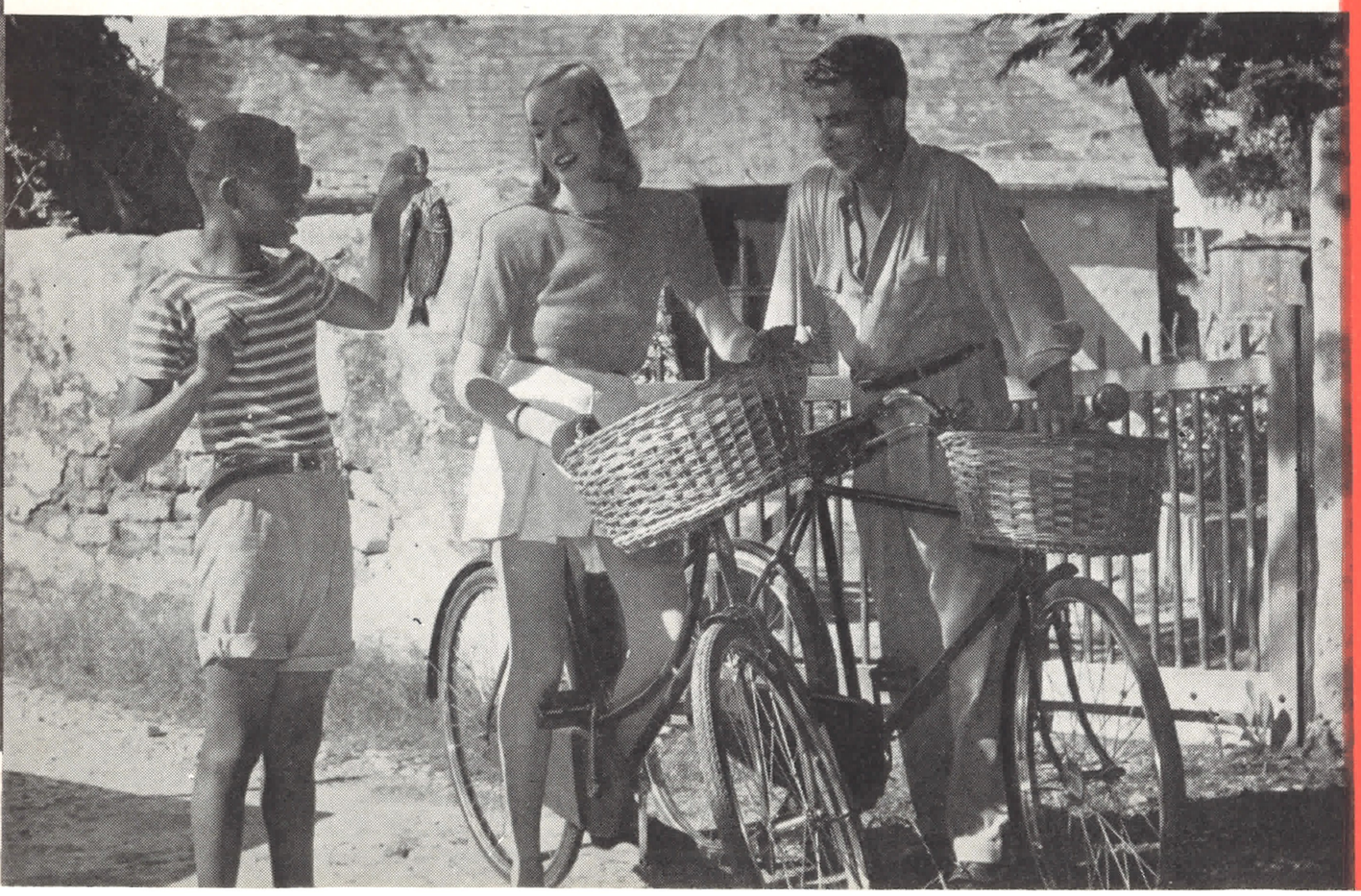
The National Casino, "Monte Carlo of America."



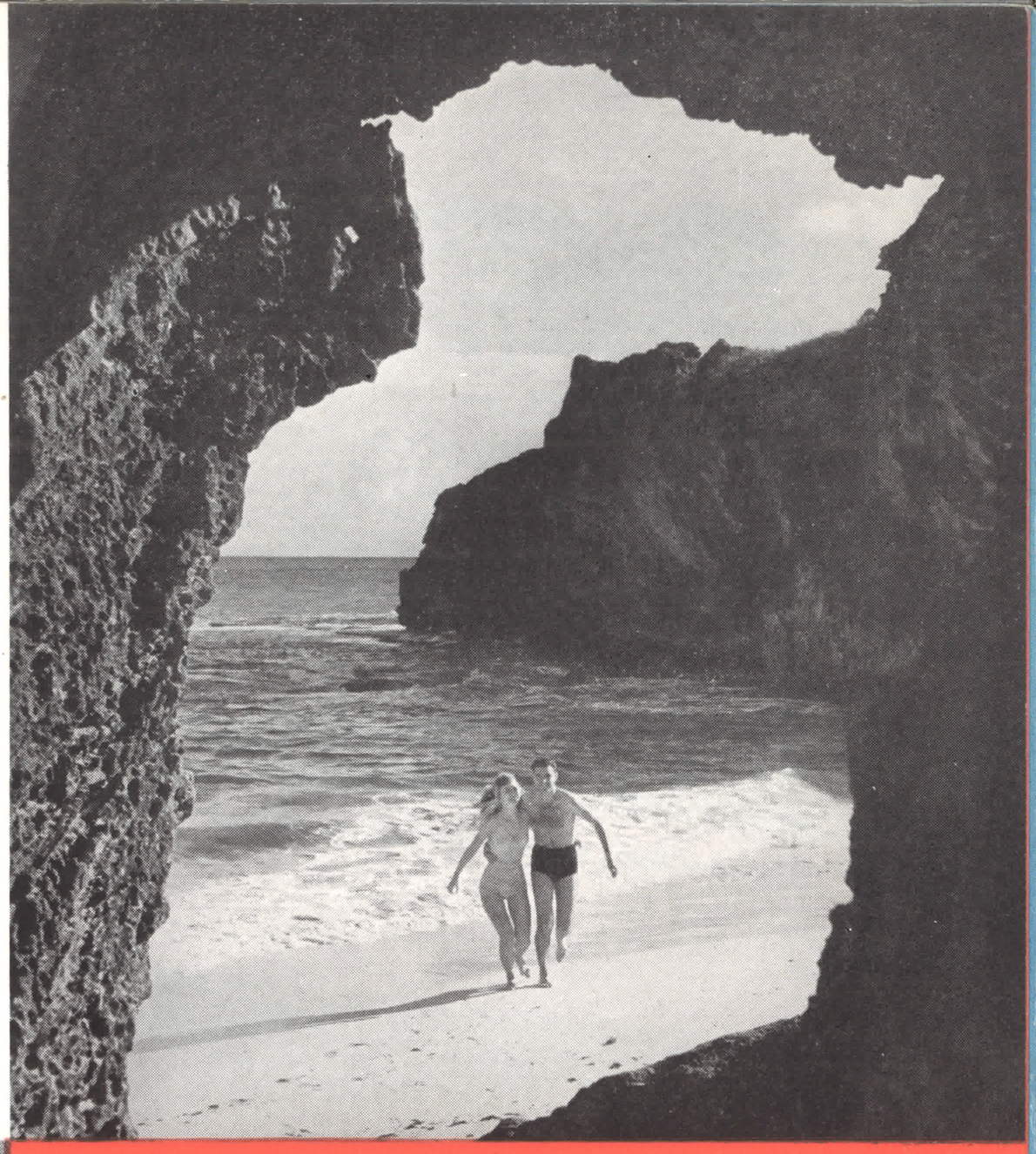
QUIET, PASTEL-TINTED *Bermuda*



Front Street, the "main stem" of Hamilton.



Bermuda's roads are perfect for cycling.



Bermuda is a paradise for swimmers.

There is a dreamlike quality about Bermuda. A quiet, soft beauty in the landscape. A genteel grace in its slow mode of living that has been little affected by the rush and turmoil of the outside world. Dozens of powdery coral beaches surround the islands. Countless placid coves invite the cyclist to turn off the main roads, relax, and let all worries slip away. Even the quaint, tinted coral houses and the diminutive, toylike automobiles which have at last been permitted on the islands seem to add to its story-book atmosphere.

British for centuries, Bermuda observes an unruffled, cheerful mode of living, a sort of never-ending vacation. Swimming, boating, fishing, golf and tennis fill the daylight hours—with deep-sea diving among the coral reefs for those who feel especially adventurous. At night there are dining and dancing on landscaped terraces overlooking the moonlit sea.

The moment you land at Hamilton you'll succumb to the charm of these lovely islands, and your visit there will leave you with enough pleasant memories to last a lifetime.

S.S. Nieuw Amsterdam

UNSURPASSED FOR CRUISING LUXURY



One of the air-conditioned theatres.

Few ships can compare in elegance and beauty of decor to the Holland-America Line flagship *Nieuw Amsterdam*. Product of The Netherlands' finest naval architects and decorators, she was especially designed with cruises in mind. All of her cabins feature zephyr-louvre ventilation and have a spacious airiness that you'll find especially delightful in tropical waters. Her public rooms—many of which are air-conditioned—are exquisitely decorated and her vast open decks are made-to-order for sunbathing and sports. With her numerous elevators, ship-to-shore telephone, theatres, swimming pools, gymnasium, and Turkish and medicinal baths . . . her smart lounges, cafes, bars and verandahs . . . the *Nieuw Amsterdam* offers a far wider range of recreation and conveniences than does many a famed resort ashore. That's why hours at sea seem to slip by all too rapidly on the brilliant flagship of the Holland-America fleet.



A corner of the Grand Hall.

(Below) A comfortable cabin for two.

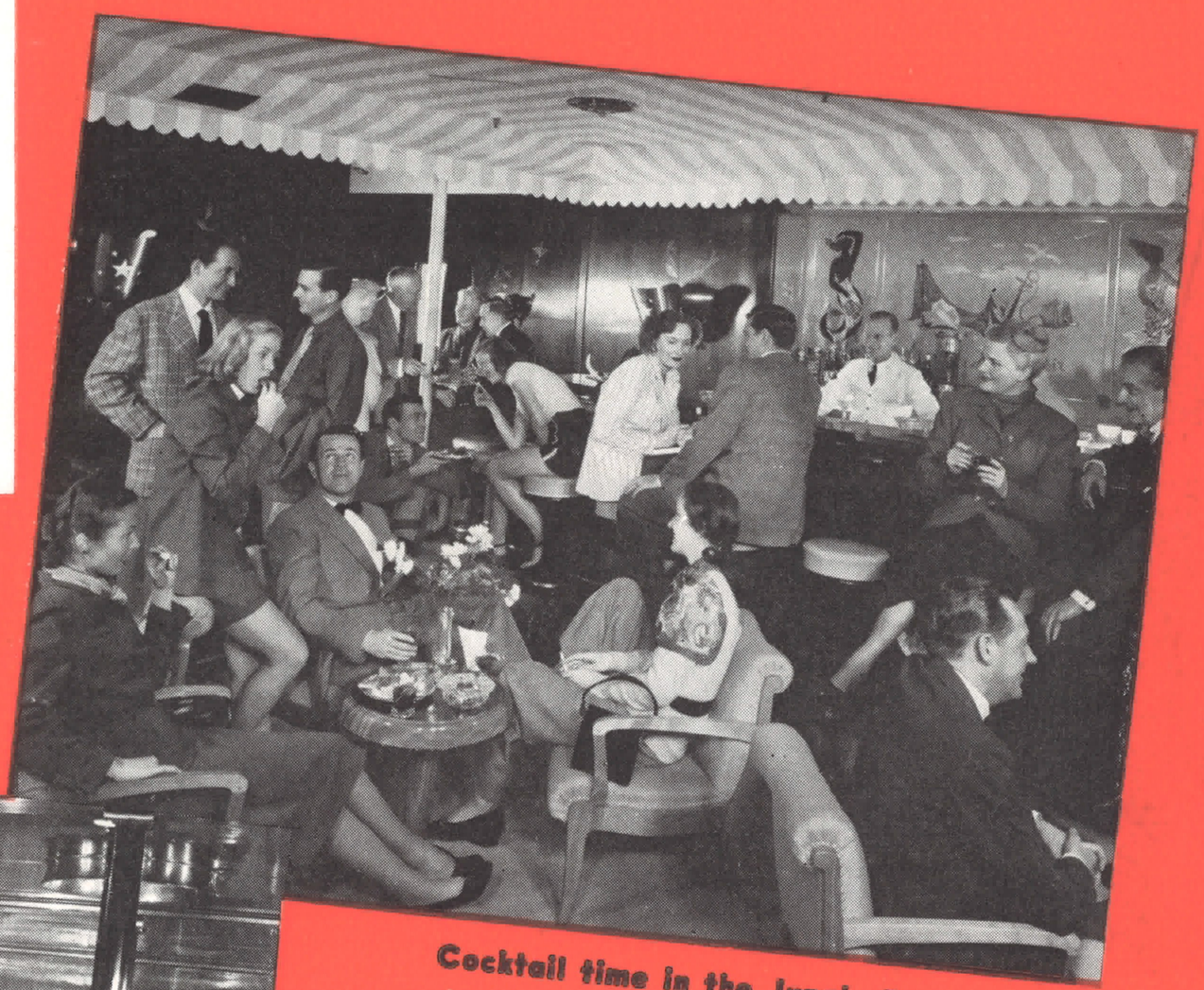




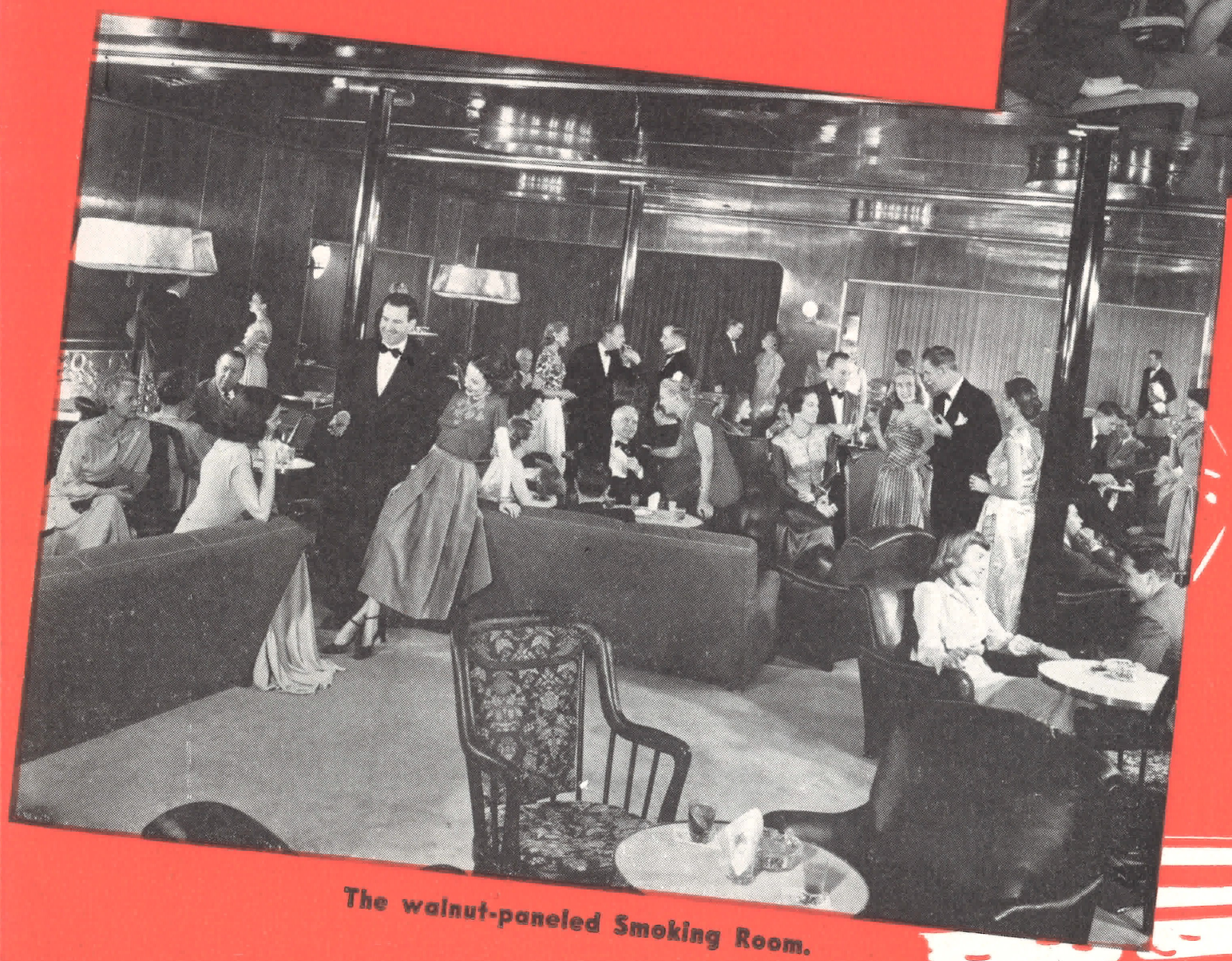
The Ritz-Carlton stairway.



The Ritz-Carlton Cafe, late-evening rendez-vous.



Cocktail time in the Jungle Bar.



The walnut-paneled Smoking Room.





Tempting buffets like these display the skill of the Holland-America Line's Continental chefs.





Superb

CONTINENTAL CUISINE . . .

You have probably heard your friends praise the Holland-America Line's cuisine, but you'll never fully realize how fine it is until you have sampled it yourself. Menus on both the *Nieuw Amsterdam* and *Veendam* are amazingly elaborate, featuring exotic, out-of-season delicacies, fresh foods from tropical ports, and scores of Continental and American dishes to tempt your appetite. Between meals, you'll enjoy mid-morning bouillon, afternoon tea, and midnight buffets.

MENU

Hors-d'Oeuvre

Sélection of Hors-d'Oeuvre à la Parisienne—Iced Hearts of Table Celery
Assorted Croûtons—Alligator Pears with Vinaigrette Sauce
California Green and Ripe Olives—Smoked Salmon

Soups

Cream Marie Louise—Petite Marmite Henry IV—Cold Madrilène in Cup

Fish

Filet of Sole Véronique—Grilled Suprême of Salmon, Lobster Butter

Relevés

Roast Prime Rib of Beef Primeurs – Leg of Baby Lamb Provençale

Hot Entrée

Fried Dutch Steak, Garnished

Cold Entrées

Chaudfroid of Guinea Hen Alice—Mousse of Chicken livers with Madeira

Grill (15 minutes)

Grenadin of Veal Maître d'Hôtel—Filet Mignon—English Mutton Chop

Fresh Vegetables

Buttered Brussels Sprouts – Creamed Squash
Hearts of Palm, Choron Sauce
Steamed Carolina Rice – Macaroni or Spaghetti Genoise
Potatoes: *French Fried, Mashed, Boiled, Baked Idaho*

Roast

Roast Young Turkey, Cranberry Sauce – Roast Larded Pheasant à l'Anglaise

Salads and Compotes

Hearts of Iceberg Lettuce – Romaine Salad
French, American and Roquefort Dressing
Guava – Pineapple – Peaches – Pears – Greengages – Apricots – Mixed

Dessert

Richelieu Cake • *Baked Alaska* • *Petits Fours – Friandises*

★

Assorted Fresh Fruit

(Below) The *Nieuw Amsterdam*'s exquisite dining salon.

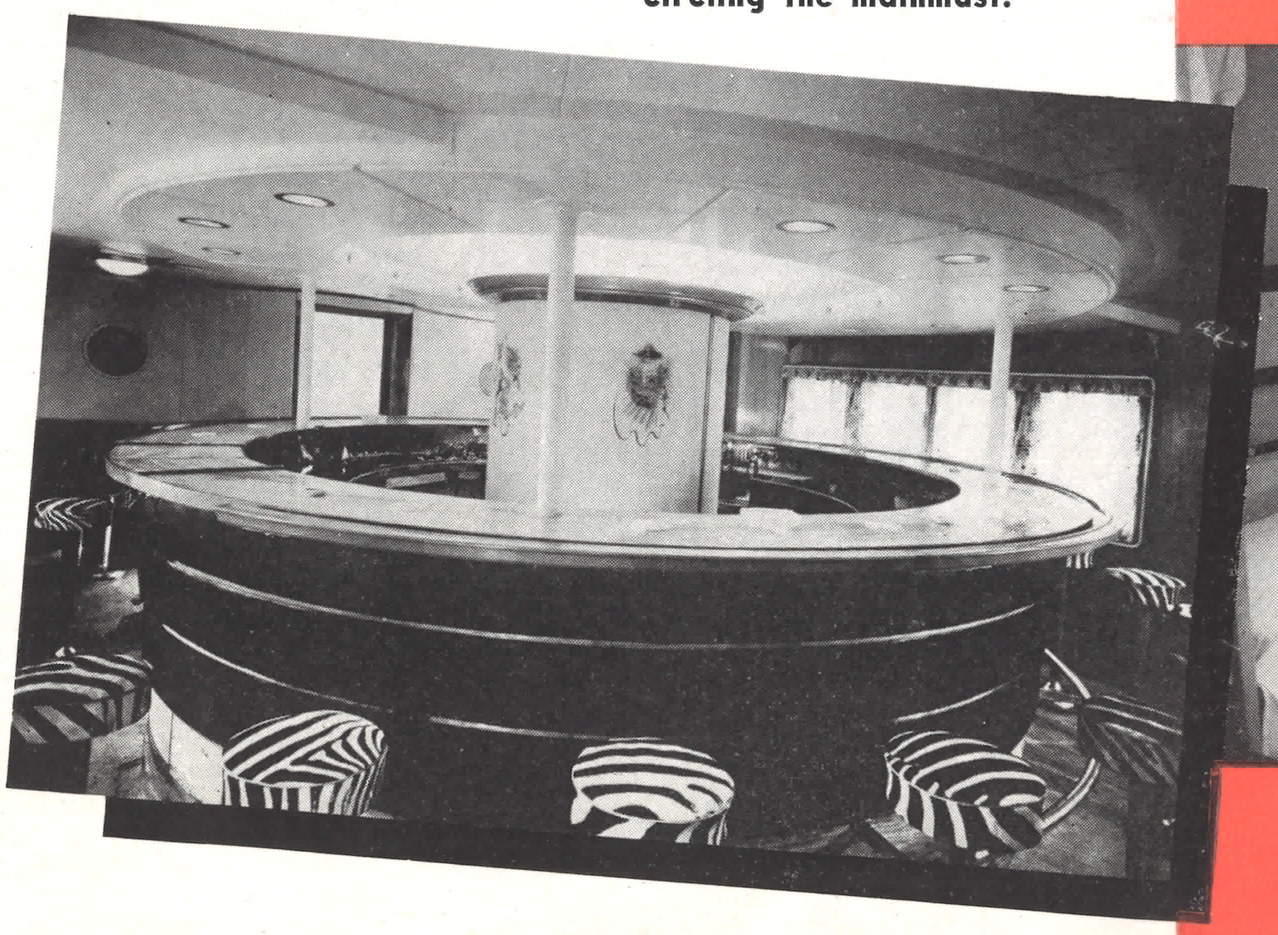


Solid Comfort



The stately *S. S. Veendam* merits her great popularity with the thousands of cruise passengers who have sailed in her. She is truly a ship of distinction and one cannot help but be impressed with her Old-World charm and dignity. You'll find the *Veendam* a sturdy, unusually steady vessel with broad promenade decks and handsome public rooms . . . a liner whose friendly, relaxing atmosphere, sumptuous cuisine and courteous service know no peer on the Atlantic. Moreover, regardless of size and whether you have a top-bracket or minimum-rate room, every cabin is comfortably furnished and kept spotlessly clean by attentive English-speaking stewards and stewardesses.

The sophisticated new "merry-go-round" bar circling the mainmast.



ON BOARD THE *Veendam*



The beautifully appointed main lounge.



The baronial smoking room.



Cabins are bright and immaculate.

Fun



AROUND THE CLOCK

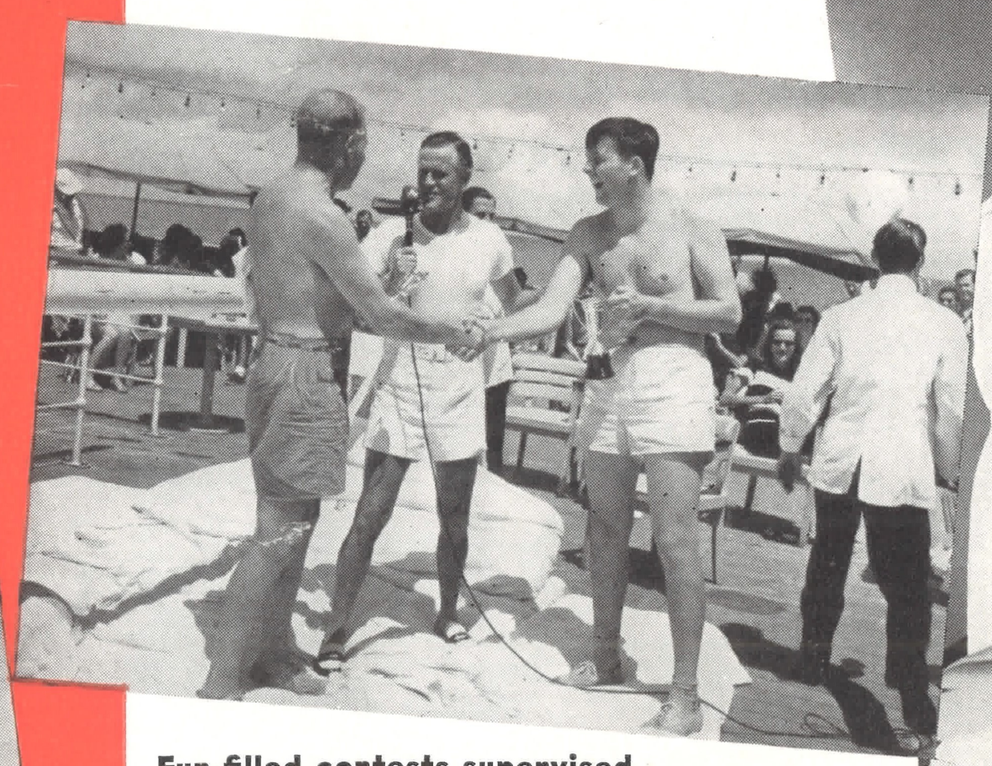
Holland-America Line cruises owe their perennial popularity in part, at least, to the superb shipboard entertainment provided en route. As the *Nieuw Amsterdam* and *Veendam* sail from port to port, you'll find diversions to suit your every mood. There'll be swimming and deck games, competitions of all kinds, golf and bridge instruction, pre-release films, top-flight Broadway entertainers and, in the evening, dancing indoors and on deck to the smooth rhythms of "name" orchestras. Yet if you seek quiet and rest, you can have them too. Both ships offer many a secluded retreat where you may read, doze in the sun and enjoy to the utmost the complete and carefree relaxation of life at sea.



(Left) Finest professional entertainers.



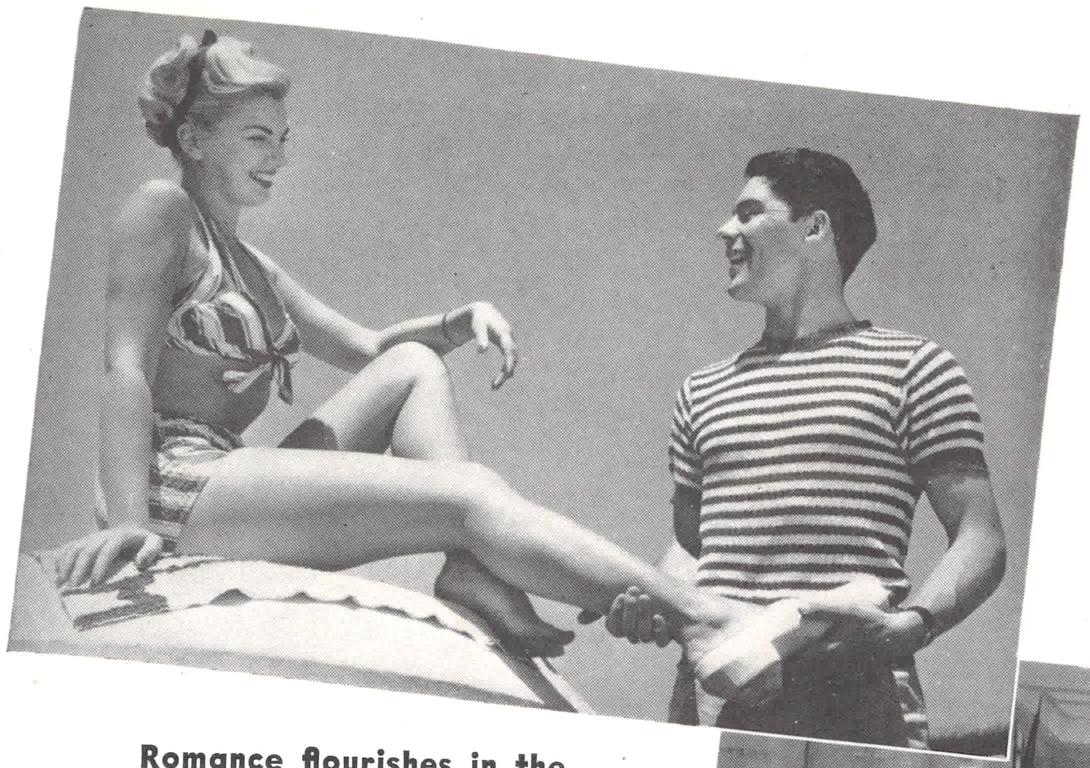
Healthful exercise whenever you want it.



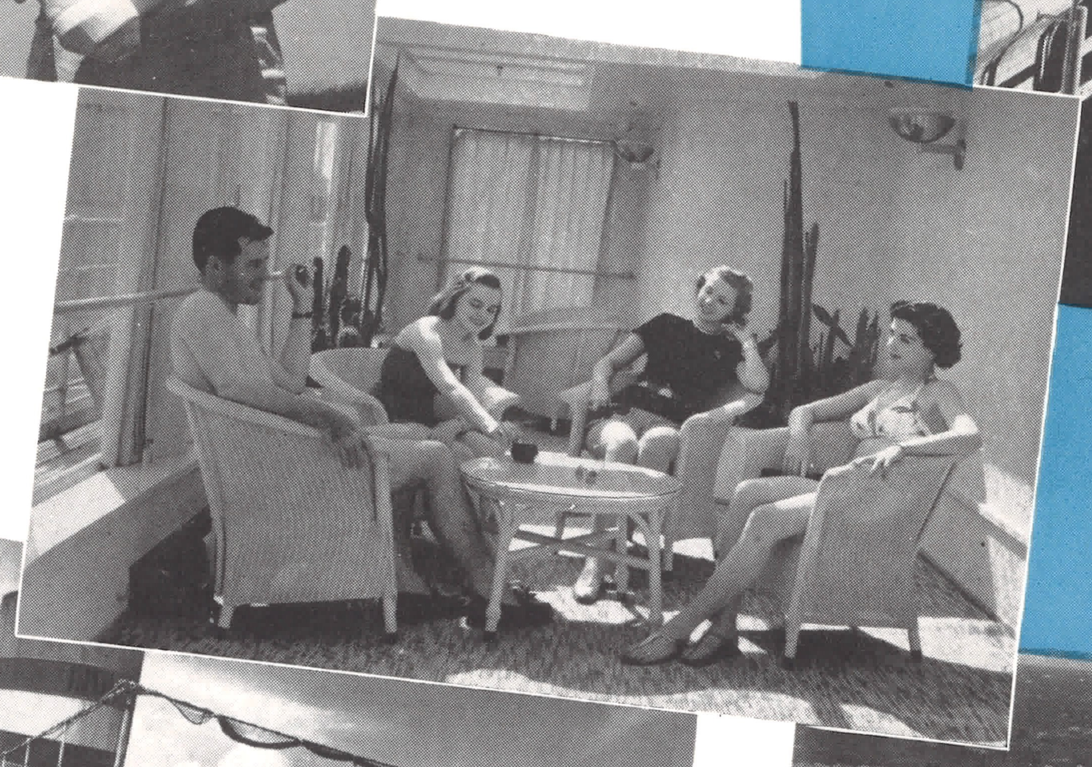
Fun-filled contests supervised by trained cruise directors.



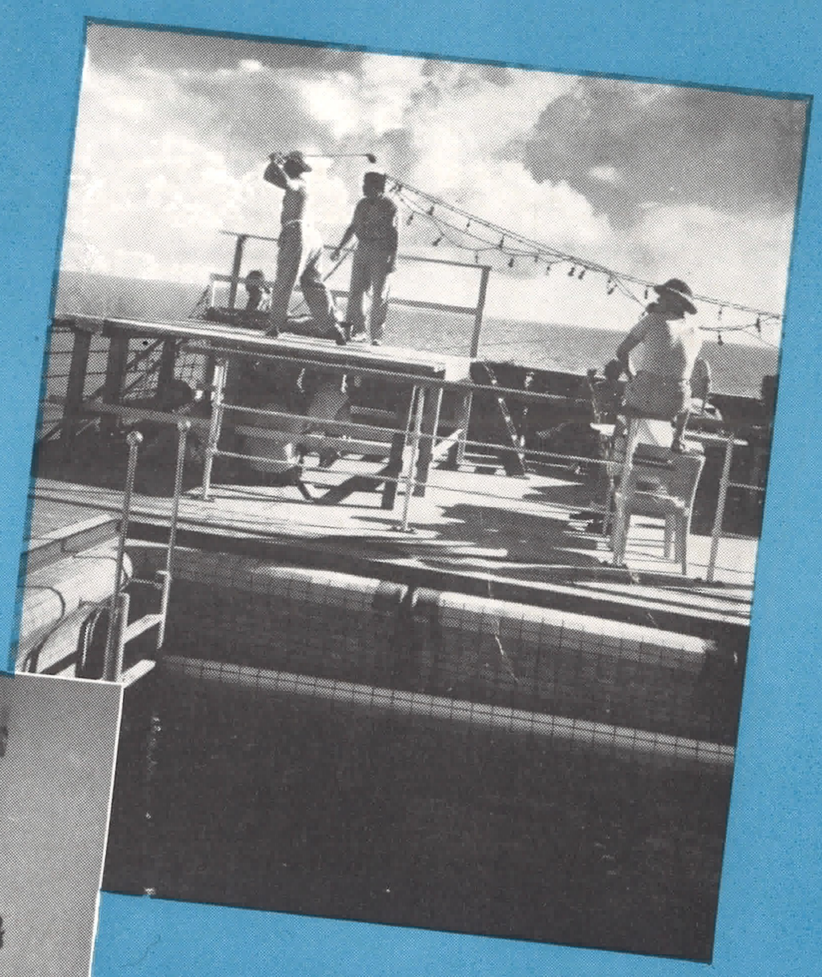
Relaxing massage.



Romance flourishes in the sunny Caribbean.



(Right) Tanning in the *Nieuw Amsterdam's* solarium.



(Above) Free golf instruction on the *Nieuw Amsterdam.*



(Above) Plenty of deck space for sun and sports.



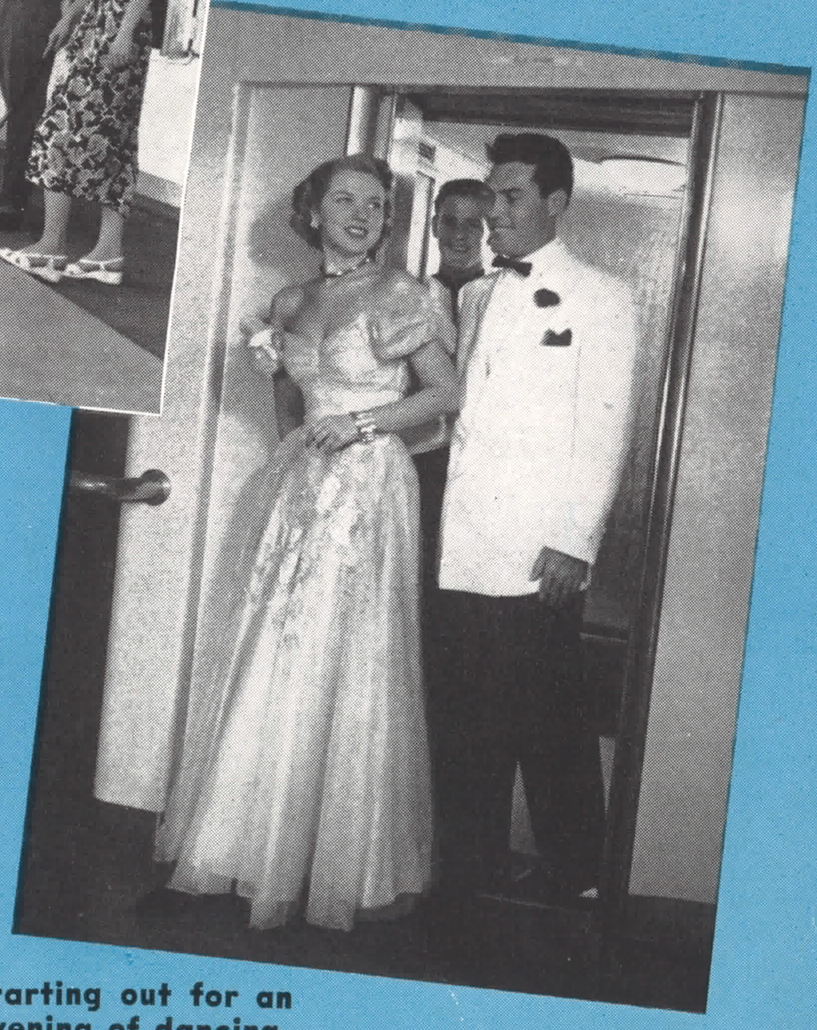
Mid-ocean steeplechase.



(Right) Ping pong and putting practice on sheltered promenades.



You'll enjoy afternoon tea on deck.



Starting out for an evening of dancing.

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